

# KEEP IT BASIC

Time to grab a winner! Use the attached jar grip and money-saving coupons to introduce yourself to the cigarette brand that tastes good and costs less, Basic®.

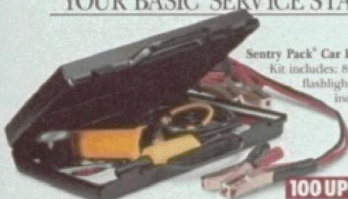
Give them a try. For smoking enjoyment, remember, Keep It Basic®.



**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

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16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

## YOUR BASIC® SERVICE STATION



### Sentry Pack® Car Emergency Kit.

Kit includes: 8-foot jumper cables, flashlight (batteries not included), gas siphon, distress flag, tie-down strap, duct tape and tire gauge.

**100 UPCs**

## YOUR BASIC® SEARCHLIGHT

Maglite® Key Chain. Carry it, and you and your keys will never be left in the dark.

**35 UPCs**



**BONUS! 10 UPCs** with any order. See reverse side for details.

## YOUR Basic QUESTIONNAIRE

Help us get to know and serve you better. Take a moment to send us the latest news about yourself. Fold, seal and mail before 3/31/97.

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By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature (required) \_\_\_\_\_ Today's Date \_\_\_\_\_

Date of Birth (required) \_\_\_\_\_ Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

This won't tell or rent your name to any non-Philip Morris company.

Use the lines below to print name and address corrections only.

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Male ☐ Female

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand)

2. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100s ☐ 200s

3. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)

☐ Lowest Tar ☐ Full Flavor

☐ Lights/Mild ☐ Medium

☐ UltraExtra Low Tar

5. Do you usually buy it by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both Ways

6. How long have you smoked this brand?

☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 5 years

☐ 5 to 10 years ☐ Over 10 years

7. What, if any, was your previous brand?

(brand)

8. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

☐ Go to another store to buy my regular brand.

☐ Buy another type or length of my regular brand.

☐ Wait until the store has my regular brand.

☐ Buy a different brand entirely.

9. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

☐ I use almost any cigarette coupon I get.

☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.

☐ I only use coupons if they are for my regular brand.

☐ I never use coupons to buy cigarettes.

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine ☐ GPC ☐ Salem

☐ Basic ☐ Kent ☐ Stone Island

☐ Benson & Hedges ☐ Kool ☐ Gypsy

☐ Best Buy ☐ Marlboro ☐ True

☐ Best Value ☐ Merit ☐ Vantage

☐ Cambridge ☐ Misty ☐ Virginia Slims

☐ Camel ☐ Moonchair ☐ Winston

☐ Capri ☐ More ☐ None

☐ Carlton ☐ Newport ☐ Other

☐ Doral ☐ New

☐ Eve ☐ Parliament

11. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

12. Where do you usually buy your cigarettes? (Check one.)

☐ Supermarket Chain ☐ Convenience Store

☐ Discount Store ☐ Neighborhood Grocery

☐ Drug Store/Pharmacy

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special price?

I look for special offers for my regular brand...

☐ Frequently ☐ Occasionally ☐ Never

I take advantage of special offers for brands other than my regular brand...

☐ Frequently ☐ Occasionally ☐ Never

14. Which of the following best describes you? (Check one.)

☐ White ☐ Asian

☐ African-American ☐ American Indian

☐ Hispanic ☐ Other

FOLD AND MORTEN HERE TO SEAL

MANUFACTURER'S COUPON EXPIRES: 3/31/97

**BUY 3 PACKS  
GET 2 FREE**

Buy three packs and get two free packs of Basic (any style).



MANUFACTURER'S COUPON EXPIRES: 3/31/97

**BUY 2 PACKS  
GET 1 FREE**

Buy two packs and get one free pack of Basic (any style).



MANUFACTURER'S COUPON EXPIRES: 4/30/97

**\$1.50 OFF  
CARTON OR 5 PACKS**

Get \$1.50 off any carton or 5 packs of Basic (any style).



**Basic**

**2061038374**

Source: https://www.industrydocuments.ucsf.edu/docs/yjwp0003